

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1-117
ASF 732

JUN 4 1943

U.S. DEPARTMENT OF AGRICULTURE

INFORMATION CALENDAR

**OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE**

MAY 8, 1943

NO. 5

THE SITUATION SHOWS IMPROVED PROMISE....!

Last Thursday WFA Administrator Chester Davis sent a progress report on mobilization of farm labor and farm equipment and supplies to Economic Stabilization Director James Byrnes.

HIS REPORT, DISTRIBUTED WITH THIS ISSUE OF THE CALENDAR, IS IMPORTANT NEWS FOR FARMERS. IT SHOWS A STEADILY IMPROVING SITUATION. IT WILL GIVE FARMERS COURAGE TO CARRY OUT THEIR PRODUCTION PLANS WITHOUT STINT.

Here are a few highlights:

- Appraisal of the farm labor situation indicates there is an available labor supply sufficient to produce and harvest a 1943 crop up to goal levels.
- The farm machinery situation is not entirely satisfactory in view of high goals, but steps have been taken to bring about improvement.
- Control over manufacture and use of fertilizer assures 100 percent of requirements for war crops, 75 percent of normal requirements for other crops including corn, cotton.

THIS REPORT, LINKED WITH THE EARLIER 'TAKE AN EXTRA CHANCE FOR AMERICA' STATEMENT (see last week's Calendar), SHOULD GET WIDEST PUBLICITY IN ALL AVAILABLE OUTLETS.

LOOKING UP --- BUT

Latest wire reports from the field on planting intentions show a steady climb toward goal levels for most critical crops. National figures show we'll meet our mark for sweet potatoes, probably get 99 percent of the goal for Irish potatoes, and hit very close to the dry bean figure.

BUT -- and here's the key to last minute information efforts -- we're losing the fight for sugar beet acreage with intentions reports showing we'll plant only 63 percent of the goal. Also lagging are peanuts and dry edible beans.

IF PLANTINGS AREN'T COMPLETE IN YOUR AREA, MAKE THOSE LAST DAYS COUNT!

Notes from the Inflation Battlefront

USDA information workers have an important assignment in the nation's battle against inflation. Yours is the responsibility for getting reliable information to the non-urban population all over the country. Here are current developments affecting that vital sector of the front:

OPA has scheduled its home canning regulations for release on Monday, May 16. Four amendments to ration orders will cover sugar for home canning, commercial canning under rationing, institutional canning under rationing, and the sale of canned goods by farm housewives. That last item, of course, is particularly important for USDA information workers.

Arrangements have been made to get copies of these regulations to the county level as soon as they are issued. You should have yours shortly after this issue of the Calendar arrives. Your job is seeing that the information gets to those who need it.

WARNING ON RATION STAMPS

Know what should be done with unused, expired point coupons?

Answer: Destroy them!

While such stamps may be valueless to consumers, they are still good for retailers. If they fall into hands of unscrupulous retailers, they may lead to illegitimate stockpiling and black market operations. In the long run, this will mean consumers suffer by the resulting depreciation of ration currency.

It's essential to get this idea over to farm folks. They were issued as many points as town people got, but they have less need to spend all of them, probably will have some left over.

The food management program counts on farm folks and some others using less than their share. If points are given away to friends, relatives or retailers, point values may have to be increased and the distribution system will get out of gear. So tell 'em all about it!

Other ration order amendments on the way include changes in the custom slaughter and custom curing provisions. Watch for these changes. They remove bugs that have been troubling farmers and an information follow-through will be needed.

PRICES ROLL BACK In a sweeping move to "hold the line" at September 15, 1942, levels, OPA has announced retail prices of beef, veal, pork, lamb, mutton, coffee and butter will be rolled back by about 10 percent on each item on June 1. To keep reductions from interfering with production, OPA and Economic Stabilization Director Byrnes have asked RFC and Commerce head Jesse Jones to make subsidy payments available to processors. Briefs or copies of the press release will be sent to states.

CENTS-PER-POUND MEAT Heralding the new cents-per-pound ceiling prices for beef, veal, lamb and mutton which go into effect May 17, USDA's Consumer Time broadcast on Saturday, May 15, (NBC, 12:15 p.m. EWT) will tell how housewives can help hold the line and guard against black markets. J. S. Russell, FDA Deputy Director, will be speaker.

BOOSTING PRODUCTION BY CONSERVATION

SCS has three new publications off the press now -- all aimed at maintaining and increasing wartime food production through simple conservation practices.

For Intermountain and Southwestern country, there is "Farming for Greater Production of War Crops" (Miscellaneous Publication 517). SCS regional offices at Albuquerque, N.M., have a stock, and notification copies have gone to vocational agriculture teachers in the region and to Extension, FSA and AAA officials.

For the Pacific Northwest, there is "Food for Freedom by Better Range-Conservation Practices" (Miscellaneous Publication 514). Distribution will be through the SCS regional office at Portland, Ore., with notification copies going to key USDA personnel in the region and agricultural educators.

For the Northeast, there is effective proof that farmers have serious erosion problems. "Erosion Lowers Wartime Production on Northeastern Farms", (Miscellaneous Publication 516) tells what the problem is, what to do about it. This one goes out from Upper Darby, Pa., and key USDA personnel have received notification copies.

Three SCS farmers' bulletins will be available soon. They are "Better Pastures", "Fish for Food in Farm Ponds", and "The Woods in the Farm Plan". Incidentally, the popular "More Food Through Conservation Farming" (Farmers' Bulletin 1909) has been revised to fit 1943 problems and a new supply is now ready at Washington.

MACHINERY ROUNDUP All developments to date in the farm machinery rationing program are tied up in one package known as Food Production Order 3 - Revised, announced in USDA Press Release 2296-43. Several revisions in the order will help speed movement of machinery into farm use. For instance, State War Boards may cancel county quotas on any or all types of quota machinery; county farm rationing committees may set expiration date of purchase certificates at 10 to 60 days from issuance; and percentages are increased of specified equipment manufacturers may distribute without restriction, except for consumer rationing. Press release also summarizes program progress so far.

SAVE THAT JAR!

Before long the Victory Gardens campaign will move into the home food preservation stage. Meantime, you can do a good turn by urging housewives to save glass jars from commercially canned products for home canning. If a mason cap fits the jar, it's good for canning.

DAIRY FARMERS SERVE The National Dairy Council is planning a National Dairy Month observance for June to recognize dairy farmers' services in striving to meet production goals. "He Also Serves" will be theme of the program in a poster, table tent for eating places, folder for milk customers and a sticker. WNU, Meyer-Both and Metro mat services will carry material. Field workers will get samples of these materials.

STITCH IN TIME Hay acreage has been winter killed in many areas. Information workers would do well to suggest saving some acreage to plant emergency hay crops.

CROP CORPS INFORMATION No, we're not establishing a new farm labor information series. Just happens that eight information aids on farm labor were ready to go when the President signed the appropriation bill. They're numbered 4 through 11; and they're part of the Food Information Series. So don't start looking for items 1, 2 and 3 in the "farm labor information series." There ain't no such thing.

FOOD FOR FREEDOM MEETING Illinois reports the success of a cooperative Food-For-Freedom meeting held by a township AAA keywoman. Each organization, church and school represented at the meeting took part in the program. Included were the WACCs, American Legion, American Legion Auxiliary, Mothers of Service Men, and the Red Cross. Posters underlined the USDA food and food production programs.

EVIDENCE OF SERVICE

Farm family certificates of war service are being mailed to state War Boards this week. Each State will get enough to supply about 75 percent of all its farms and a similar distribution is suggested for counties. War Board Memo. 325, Operations 20, tells how they should be handled. For tips on information, check Calendar for April 24.

The U. S. Crop Corps Certificate of Service was announced in USDA Press Release 2278-43. County Agents will present certificates when workers start on the job -- and all Crop Corps workers, whether they work on farms or in food processing plants, are eligible. A pocket size edition will go to those domestic and foreign workers who are transported from place to place. Information treatment could follow same angles as for the farm family certificates.

LISTENING MATTER Here are features scheduled for Farm & Home Hour this week: Talk by Secretary Wickard and "Victory Garden Roundup," Monday, May 10; "Labor for Harvesting This Year's Crops", Tuesday, May 11; "Farm Help From Main Street", Wednesday, May 12; "Sugar for Home Canning", Thursday, May 13. "How We're Fixed for Livestock Feed," Friday, May 14.

MATS FOR MILK Checked your mat order lately? Three items for boosting milk production were included in the "Milk is Might" handbook -- and you may have overlooked one of them. Two were one-column cartoons, one on the milk production goal, the other glorifying the milk cow as a war worker. But the third -- the one you may have missed -- is a striking 2-column mat of the soldier poster "Produce More Milk for Him." They're yours for the asking.

REPORT TO HOMEMAKERS A new sponsored network show specializing in war news for homemakers is hitting the air this week. It's called "Your Home Front Reporter," sponsored by the Owens-Illinois Glass Company and aired over CBS five days a week at 4:00 p.m. EWT. First program goes on Monday, May 10. Information on developments in current food campaigns will be presented regularly.